

COMMERCE

Luxury shoemakers reinterpret Cinderella's glass slipper

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Nicholas Kirkwood for "If the Shoe Fits"

By STAFF REPORTS

Disney Consumer Products is letting luxury consumers have their own Cinderella moment with a line of glass slippers from nine shoe designers.

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The shoes, from the likes of Salvatore Ferragamo and Stuart Weitzman, celebrate the upcoming live-action film version of the classic fairy tale. Participating in this global event will help these shoe designers gain more recognition from consumers who may have been unfamiliar before.

Slip it on

Paul Andrew, Alexandre Birman, René Caovilla, Jimmy Choo, Nicholas Kirkwood, Charlotte Olympia and Jerome C. Rousseau round out the collection.



Jimmy Choo for Cinderella sketch

Swarovski provided elements for each of the designs, fittingly since the brand produced the glass slippers worn by Cinderella in the film based on costume designer Sandy Powell's concept.

Ferragamo crafted a transparent pump with a cage heel—a brand signature—covered in Swarovski crystals. Stuart Weitzman focused on “timelessness” with a see-through bedazzled high-heel bootie.



Sketch of Stuart Weitzman bootie

The shoes will be available for order at Saks Fifth Avenue in New York and Beverly Hills, Harrods in London, Galeries Lafayette in Paris and Isetan Shinjuku in Tokyo, as well as other global department stores.

To prepare for the arrival of the collection, Saks will create a display in the six center windows of its New York flagship. The entire line of shoes will be featured in vignettes along with some of the film's props and costumes. Saks' Beverly Hills store will have a similar display.

Extending the campaign to its online audience, Saks will showcase the collection on its footwear department's Tumblr 10022-SHOE.

Actors Lily James and Richard Madden, who play Cinderella and her prince in the movie, are the cover stars of Saks' March magalog, out March 4.

For shoe designers, the iconic lost slipper has provided inspiration and opportunities.

Footwear label Stuart Weitzman pushed a fairy tale-inspired collection through the March 3, 2013 Broadway debut of Rodger and Hammerstein's Cinderella.

Stuart Weitzman was named the official designer of the glass slipper that was worn during the performance. The shoe was part of the Clearly Timeless collection that was inspired by the musical and was promoted by both the designer and the show ([see story](#)).

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